

Correspondence

Item No. 3a

Coast Business Center Sign Program

PA2012-010

RECEIVED BY  
COMMUNITY

JUN 07 2012

DEVELOPMENT  
CITY OF NEWPORT BEACH

June 5, 2012

City of Newport Beach  
Mr. Gregg Ramirez of the Planning Commission  
3300 Newport Blvd  
Newport Beach, CA 92662

RE: Project file No. PA 2012-010  
Zone: OG  
Location: 2121 E. Coast Hwy  
Activity No: Md2012-004 and CS2007-002  
General Plan: CO-G  
Applicant: Coast Business Center

Dear Mr. Ramirez:

I object to this proposal of adding more signs on Avocado Avenue for the following reasons:

The signs will contribute to the denigration of the neighborhood feel of our community and lessen the residential nature of Avocado Avenue in Corona del Mar.

The signs cause "light pollution" for us at night and make our neighborhood look like Las Vegas. This is a residential neighborhood with an office building unit, not a commercial zone with a few homes. We already put up with the extra traffic of a gym, doctors offices, ATM and bank as well as shredding trucks for the bank and daily commercial trash collections.

Please for once consider the residents of our neighborhood, as we struggle to keep the community feel of Avocado Avenue, Irvine Terrace and Corona del Mar.

Sincerely,



Donna Kendall